

# MCM 1

## ~ Public Education & Outreach ~

Because storm water runoff is generated from dispersed land surfaces-pavements, yards, driveways, and roofs-efforts to control storm water pollution must consider individual, household, and public behaviors and activities that can generate pollution from these surfaces. These common individual behaviors have the potential to generate storm water pollution:

- \* littering
- \* disposing of trash and recyclables
- \* disposing of pet-waste
- \* applying lawn-chemicals
- \* washing cars
- \* changing motor-oil on impervious
- \* driveways
- \* household behaviors like disposing leftover paint and chemicals

It takes individual behavior change and proper practices to control such pollution. Therefore it is important to make the public sufficiently aware and concerned about the significance of their behavior for storm water pollution, through information and education, that they change improper behaviors.

Phase II MS4s are required to educate their community on the pollution potential of common activities, and increase awareness of the direct links between land activities, rainfall-runoff, storm drains, and their local water resources. Most importantly the requirement is to give the public clear guidance on steps and specific actions that they can take to reduce their storm water pollution-potential.